



# ADVOCACY

# AB 533

## State Income tax exemption: water efficiency and storm water runoff improvement programs



Consumer rebates are a proven, cost effective tool for increasing participation in water conservation and stormwater management.



Taxing water rebates is a disincentive for consumers and agencies to expand these effective programs. Energy efficiency rebates are already tax exempt.



Rebates provide year-round incentives to conserve water.

- Introduced by Assemblymember Chris Holden and Senator Scott Wiener
- Co-sponsored by the California Water Efficiency Partnership, WaterNow Alliance, and Metropolitan Water District
- Factsheet and sample letter of support available for interested agencies

# FEDERAL

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- Bills introduced by Congressman Jared Huffman and Senator Diane Feinstein in last 115<sup>th</sup> Congress
- Both bills will be re-introduced into the 116<sup>th</sup> Congress
- AWE leading a coalition of organizations to push this initiative, including the Western Urban Water Coalition
- Factsheet and sample letter of support will soon be available for sign-ons

# FEDERAL The WaterSense Program

- America's Water Infrastructure Act of 2018 (also known as S 3021) passed the House and Senate and was signed by the President on October 23
- The water infrastructure bill incorporates WaterSense into the federal Energy Policy and Conservation Act. (42 U.S.C. 6201) as a new Section 324b
- It now qualifies for annual appropriations directly from Congress

**SAVE WATERSENSE!**

The Trump Administration wants to eliminate the EPA WaterSense® program, a vital part of our strategy to achieve a sustainable water future! Here are six reasons to save it:

- 1. IT SAVES TAXPAYER MONEY**  
U.S. households have saved **\$32.6 billion** on utility bills thanks to WaterSense labeled toilets, showerheads, faucets, and irrigation products.
- 2. IT SUPPORTS JOBS**  
More than **2,200 WaterSense-certified irrigation pros** can help design a water-wise landscape.
- 3. ITS GOOD FOR BUSINESS**  
**1700+ partners** rely on WaterSense to help them differentiate their products, innovate through efficiency, and pursue sustainability goals.
- 4. IT PROVIDES CHOICES**  
Consumers can choose from **16,000+ labeled products** to help save up to \$350 per year.
- 5. ITS A SMART INVESTMENT**  
Annual budget of **less than \$2 million** makes it cost-effective.
- 6. IT PROTECTS OUR WATER FUTURE**  
**1.5 trillion gallons saved** for our communities, businesses and the environment!

**What Can YOU Do to Save WaterSense?**

1. Share this graphic and spread the word!
2. Join our email list to be a WaterSense Ambassador
3. Tell your members of Congress you support WaterSense
4. Get your organization to sign our letter to Administrator Pruitt
5. Donate to the Alliance for Water Efficiency to support our efforts

Start now at [www.a4we.org](http://www.a4we.org)

**Alliance for Water Efficiency**

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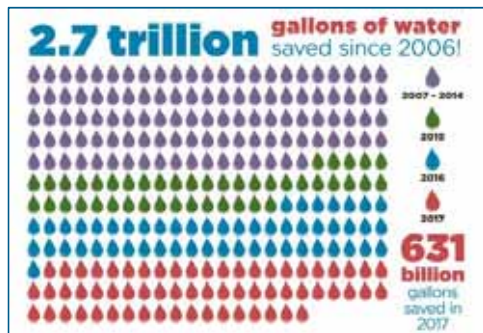
# FY 2020 Funding for EPA WaterSense Program



Labeling water efficient products provides the consumer with guidance on purchasing, and provides water utilities with reliable products to incentivize.



The WaterSense label has clearly saved consumers and communities water.



- President Trump has zero-funded the WaterSense program since taking office
- Because it is now authorized by Congress, WaterSense can now be separately funded
- EPA budget being cut by 31% in FY 2020, with voluntary programs like WaterSense specifically targeted
- Factsheet and sample letter of support will soon be available